



## Charles N. Jolly

Of Counsel

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Charles N. Jolly concentrates his practice in FDA regulation and in transactions involving products and companies subject to FDA regulation.

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Prior to joining Baker Donelson, Mr. Jolly served as Secretary & General Counsel to Prestige Consumer Healthcare, Inc., Vice President and General Counsel of Chattem, Inc. and Associate General Counsel of Miles Laboratories, Inc.

### Representative Matters

- Designed and implemented a risk-assessment strategy to review the 26,000 different shelf-keeping units (SKUs) offered by a leading provider of health and wellness products. Also designed a systematic program to put in place strategies for managing and reducing risk exposures.
- Obtained permanent injunction in federal court against competitor of client that designed a sophisticated scheme to prey on client's market recognition and goodwill for an important dietary supplement brand. Our client, an over-the-counter brand manufacturer, recently acquired several established health care brands. During due diligence, we identified the scheme and filed an action in U.S. District Court for trademark and trade dress infringement and false labeling. To settle the lawsuit, the defendants agreed to a permanent injunction against infringement, abandoned all markets for the competing product, assigned any rights to their infringing marks to our client and paid a confidential but substantial sum to cover our client's attorneys' fees.

### Professional Honors & Activities

- Member – Tennessee Bar Association
- Member – District of Columbia
- Member – American Bar Association

### Publications

- "Understanding FDA Terminology in the COVID-19 Pandemic" (April 7, 2020)

### Education

- George Washington University of Law, LLB, 1967
- Holy Cross College, B.S., 1964

### Admissions

- Tennessee
- District of Columbia